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AUGUST 1990

FOOD ENGINEERING

SINCE 1928, THE SOURCE ON PROCESSING, PACKAGING, AND PRODUCT DEVELOPMENT

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FOOD ENGINEERING

ABOUT THE COVER

No wonder the American consumer is concerned about the safety of the food supply. A review of newspaper headlines during the past year alone suggests a state of crisis, whether the incidents reported were truly dangerous or not.
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Provesta's in-house descriptive flavor analysis panel is an integral part of the company's new food technology center.

32 Marketplace—Chilled Foods
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33 AOAC Acts on Food Microbial Study
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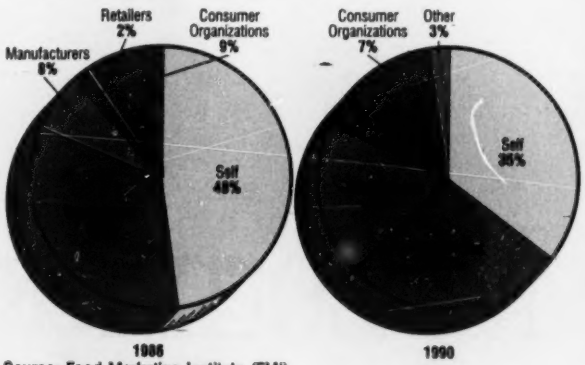
Shoppers pass the buck to manufacturers

American consumers are taking less responsibility for judging whether food is safe or not and are shifting responsibility to food manufacturers. In 1986, 48 percent of consumers placed responsibility for food safety with themselves, while that figure dropped to 35 percent in 1990. In 1985, only eight percent expected manufacturers to be responsible while that figure grew to 19 percent in 1990.

Who's Held Responsible for Food Safety

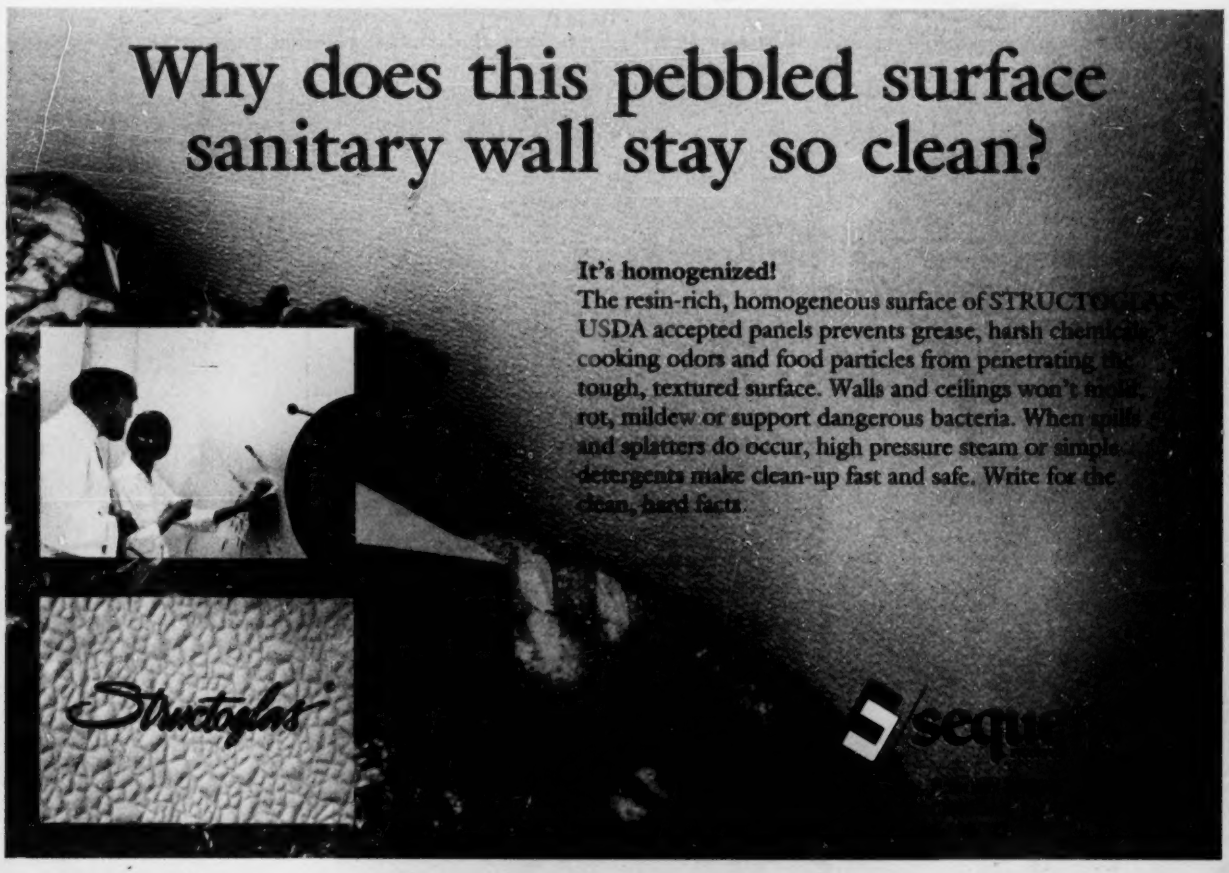


Source: Food Marketing Institute (FMI).

Consumers expect manufacturers to take a greater role in insuring food safety.

While shoppers placed less responsibility with the government during the four year period, they did mention things they felt the government should be doing to insure the safety of the food supply. Approximately 42 percent would like to see more safety inspections, 31 percent would like to see better enforcement of current standards, 16 percent want government standards for food manufacturers, and 11 percent want tougher guidelines for the use of pesticides and hormones.

Almost half of the shoppers surveyed said they sought information on food safety during the past year. This figure represents an increase of nine points from 37 percent in 1989.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and splatters do occur, high pressure steam or simple
detergents make clean-up fast and safe. Write for the
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